KANAN LABS

Trade intelligence infrastructure for a contested world.

Pitch & Roadmap

Executive summary

Cross-border trade has entered a fragmented and contested geo-economic era. Tariffs, sanctions, export controls, technical trade-barriers, and product-specific regulatory regimes have made the operating reality of every cross-border shipment increasingly complex. The bottleneck in trade is no longer only logistics, capital, or market access. Rather, it is the ability of firms to maintain a defensible, continuously updated evidence position across customs, insurance, finance, regulation, and supply-chain risk. Kanan is building the intelligence layer for that problem.

Our first product, *TradeWatch*, begins with the most pressing commercial need as of 2026: helping Indian EV-component exporters prepare reviewed, evidence-ready packets for customs broker and marine cargo insurance broker handoff. The exporter sends the shipment bundle. *TradeWatch* reconciles the documents, checks the applicable rules, flags missing evidence, and prepares the packet before intermediaries have to reject, query, or correct it.

Beyond the MVP, the larger product vision is *SectorWatch*: a persistent trade-risk intelligence system for exporters, built to monitor regulatory, financial, insurance, geopolitical, and supply-chain exposure across markets. Both products are powered by *Drona*, Kanan's proprietary intelligence infrastructure, a curated, provenance-aware, neuro-symbolic knowledge graph that turns trade documents, regulatory requirements, and product classifications into structured, reviewable decision logic.

The Problem

Trade Has Become Evidence-Intensive

For exporters, trade risk rarely appears first as a geopolitical headline. A single shipment now touches multiple decision surfaces, which are still managed through fragmented workflows. Each intermediary sees only one part of the shipment.

- The Custom House Agent checks the Shipping Bill.
- The insurance broker checks the placement packet.
- The bank checks the LC or collection documents.
- The exporter remains responsible for the risk created between them.

This shipment-level friction reflects a much larger structural shift. The rules-based order that shaped globalisation is weakening. The World Economic Forum's *Global Risks Report 2026* ranks geo-economic confrontation as the leading near-term global risk, while trade-restrictive measures now cover over $2.64 trillion in global imports, the highest coverage recorded since WTO monitoring began. We see this trickling down into increasingly complex compliance burdens that demand active regulatory strategy.

The Infrastructure Gap

Traditional advisory is too expensive and episodic to operate at shipment frequency. Enterprise supply-chain risk platforms are designed for large multinationals, not exporter-level operating workflows. Moreover, export software usually gives the exporter another tool to manage, rather than an intelligence layer that prepares, validates, and maintains evidence on their behalf. The result is a fragmented accountability chain.

What exporters need is not another dashboard. They need a holistic system that understands their products, supply chain, shipment lanes, and evidence gaps before they become transaction failures.

Kanan's Solution

Build the Intelligence Layer before building the Workflow

Kanan operates as a continuously running trade advisory layer inside the firm. Trade workflows cannot be made reliable through mere automation alone. A system that operates without understanding jurisdictional rules, product identity, HS classification, evidence requirements, and insurance conditions is inherently insufficient in an increasingly complex trade landscape. Our approach is to restructure trade knowledge first, and then apply it to operational workflows.

Kanan's intelligence infrastructure, *Drona*, structures trade knowledge before applying it to workflows. Built sector by sector, deterministic logic governs every conclusion that affects a legal, financial, or operational decision, using a carefully curated neuro-symbolic map with source provenance. Kanan is purpose-built for jurisdiction portability and is engineered to be auditable.

MVP: *TradeWatch*

TradeWatch addresses the most immediate and commercially measurable pain point in cross-border trade: ***shipment evidence preparation***. It helps exporters convert a shipment's scattered documents into reviewed, evidence-ready packets for the institutions that decide whether the shipment can move, be insured, be financed, or be defended later.

Once the exporter shares the shipment bundle, the system functions as a junior trade compliance analyst that never sleeps. It receives shipment documents, extracts and reconciles them across the document spine of commercial invoice, packing list, bill of lading, certificate of insurance, and export declaration, and produces an evidence packet ready for handoff to the exporter's customs broker, insurance broker, or financing institution.

Customs	Insurance	Trade Finance
Classification confidence, regulatory monitoring, origin readiness, evidence assembly.	Underwriting evidence pack, claim defensibility file, exclusion-condition tracking.	Transaction evidence pack, documentary consistency, finance-readiness state.

A single shipment fact model projects into the three institutional surfaces simultaneously.

Product Vision: ***SectorWatch***

SectorWatch is Kanan's full trade-risk intelligence system for manufacturers and exporters operating across regulated cross-border value chains. It is designed to function like a continuous junior trade-risk team inside the company: monitoring regulatory change, customs exposure, product classification, sanctions and export-control signals, insurance and finance-document risk, geopolitical tensions, supplier geography, corridor exposure, and emerging market-access constraints. The goal is not merely to tell firms what changed. It is to connect external developments to the company's actual products, shipment lanes, suppliers, buyers, and target markets. *TradeWatch* is naturally the first operational wedge into this larger system.

Kanan builds this capability sector by sector. Regulatory and supply-chain intelligence cannot be handled well as a generic horizontal layer. Each sector has its own product architecture, classification disputes, evidence requirements, standards, regulatory instruments, and trade corridors.

Product Roadmap & Moat

Kanan begins with *TradeWatch* and compounds toward *SectorWatch*.

While the former prepares reviewed shipment-evidence packets for customs and insurance handoff, *SectorWatch* expands that foundation into persistent SCRM: regulatory monitoring, product and HS exposure, supplier and corridor risk, insurance and finance-document risk, sanctions and export-control alerts, geopolitical scenario analysis, and cross-border legal exposure across markets.

A regulated trade environment does not tolerate fluent uncertainty disguised as certainty. Provider confidence in AI for claims processing has fallen from 68% in 2022 to 28%. As mentioned above, *Drona* builds an ontological world model sector by sector: product architecture, HS classification, supply-chain geography, primary legal rules, rulings and interpretations, mathematical thresholds, and strategic policy signals. AI agents perform continuous bounded extraction and classification roles over this world model in various verticals. Each layer is structured, source-linked, reviewed, and reusable. The architecture is fundamentally built for global cross-border scale.

The same *Drona* backbone, the same provenance discipline, and the same deterministic rule pack extend vertically across the value chain, from customs and insurance into trade finance, brokerage-enabled execution where regulation permits, and supply-chain risk intelligence. They extend horizontally across jurisdictions and commodities, into automotive, pharmaceuticals, electronics, and broader manufacturing across the EU and US corridors.

PoC → TradeWatch	MVP → Full Evidence Layer	Product → SectorWatch
Two evidence packets, EV exporters, India primary with EU and US comparators.	Customs, insurance, trade finance across multi-surface delivery.	Brokerage-enabled execution, SCRM intelligence with regulatory foresight.

The core engine is deliberately global. Same codebase, ontology, and provenance discipline scale across the ladder.

Founder

Kanan Labs is founded by **Sreenath Govindarajan**, a cross-border law and AI governance specialist focused on how regulation, trade, and institutional risk affect business decisions.

Sreenath holds a Global Law LL.B. with cum laude distinction from Tilburg University, with comparative legal training across India, the EU, the UK, the US, and Australia. His work has focused on regulatory systems, emerging technology governance, and the translation of complex legal and policy environments into practical decision frameworks.

Kanan reflects that background. The company was built around a simple conviction: cross-border trade risk is becoming too complex to manage through periodic advice, scattered documents, and generic compliance tools.

The next layer of trade infrastructure will be AI-native, evidence-driven, jurisdiction-aware, and continuously operating. Kanan exists to build that layer, starting with *TradeWatch*, and compounding towards becoming a complete trade management ecosystem.

Phone Number	Email	Website
+91 9840247729	sreenath@kananlabs.in	kananlabs.in